

**IN THE CLAIMS:**

1. (Currently amended) A method for receiving personal identification information by means of a telecommunication device, the method comprising:  
receiving a communication transmission from a communication link; and  
concurrent with receiving the communication transmission, receiving a second transmission from the communication link, wherein the second transmission contains personal identification information about ~~the~~ a party sending the communication transmission, and wherein the personal identification information is independent of ~~the~~ an identity of ~~the~~ a device used to send the communication transmission.
2. (Original) The method according to claim 1, wherein the personal identification information includes at least one of the following:  
name;  
business name;  
address;  
telephone number;  
fax number;  
pager number;  
email address; and  
web site address.
3. (Currently amended) The method according to claim 1, wherein the personal identification information is stored on a server and retrieved from the server for inclusion in the second transmission.
4. (Original) The method according to claim 1, wherein the personal identification information is stored in memory on the sending device.
5. (Original) The method according to claim 1, wherein the receiving device is one of the following:

mobile telephone;  
land-line telephone;  
voicemail system;  
PDA; and  
pager.

6. (Currently amended) A method for sending personal identification information by means of a telecommunication device, the method comprising:  
sending a communication transmission over a communication link by a party; and  
concurrent with sending the communication transmission, sending a second transmission over the communication link, wherein the second transmission contains personal identification information about the party sending the communication transmission, and wherein the personal identification information is independent of ~~the~~ an identity of the telecommunication device used to send the communication transmission.
7. (Original) The method according to claim 6, wherein the personal identification information includes at least one of the following:  
name;  
business name;  
address;  
telephone number;  
fax number;  
pager number;  
email address; and  
web site address.
8. (Original) The method according to claim 6, wherein the personal identification information is stored on a server.
9. (Currently amended) The method according to claim 6, wherein the communication transmission is sent using a first channel of the communication link, and

the second transmission is sent using a different channel of the communication link  
~~personal identification information is stored in memory on the sending device.~~

10. (Original) The method according to claim 6, wherein the receiving device is one of the following:

mobile telephone;  
land-line telephone;  
PDA; and  
pager.

11. (Currently amended) A computer program product in a computer readable medium for use in a data processing system, for receiving personal identification information by means of a telecommunication device, the computer program product comprising:

instructions for receiving a communication transmission from a communication link; and

instructions for receiving a second transmission from the communication link, concurrent with receiving the communication transmission, wherein the second transmission contains personal identification information about ~~the a~~ party sending the communication transmission, and wherein the personal identification information is independent of ~~the an~~ identity of ~~the a~~ device used to send the communication transmission.

12. (Original) The computer program product according to claim 11, wherein the personal identification information includes at least one of the following:

name;  
business name;  
address;  
telephone number;  
fax number;  
pager number;

email address; and  
web site address.

13. (Original) The computer program product according to claim 11, wherein the personal identification information is stored on a server.

14. (Original) The computer program product according to claim 11, wherein the personal identification information is stored in memory on the sending device.

15. (Currently amended) A computer program product in a computer readable medium for use in a data processing system, for sending personal identification information by means of a telecommunication device, the computer program product comprising:

instructions for sending a communication transmission over a communication link; and

instructions for sending a second transmission over the communication link, concurrent with sending the communication transmission, wherein the second transmission contains personal identification information about ~~the~~ a party sending the communication transmission, and wherein the personal identification information is independent of the an identity of the telecommunication device used to send the communication transmission.

16. (Original) The computer program product according to claim 15, wherein the personal identification information includes at least one of the following:

name;  
business name;  
address;  
telephone number;  
fax number;  
pager number;

email address; and  
web site address.

17. (Original) The computer program product according to claim 15, wherein the personal identification information is stored on a server.

18. (Currently amended) The computer program product according to claim 15, wherein the communication transmission is sent using a first channel of the communication link, and the second transmission is sent using a different channel of the communication link ~~personal identification information is stored in memory on the sending device.~~

19. (Currently amended) A system for receiving personal identification information by means of a telecommunication device, the system comprising:

a first receiving component which receives a communication transmission from a first channel of a communication link; and

a second receiving component which receives a second transmission from a second channel of the communication link, concurrent with receiving the communication transmission, wherein the second transmission contains personal identification information about ~~the~~ a party sending the communication transmission, and wherein the personal identification information is independent of ~~the an~~ an identity of ~~the a~~ a device used to send the communication transmission.